

# Beirut identity

## Beirut identity

Beirut, Beirut, Beirut... a city where chaos can be seen in every corner, a city where people are united when times are tough, a city where nightlife happens in bunkers and where 6 AM meals means an after-party manoucheh with a stranger, a city where family and food means everything...

Those are the core elements of Beirut's identity, in one hand food is almost a religion, from small shops to gastronomical restaurants, your taste buds will be pleased after a visit to this city...

On the other hand, family means everything to Lebanese people, with traditions, and rituals such as Sunday lunch at tata's (grandmother in Lebanese).

The combination of those two elements defines the city's spirit perfectly. The only thing better than an ordinary Lebanese meal is tata's meals. Indeed, Lebanese tata is more than just a simple grandmother, she's a national figure, with its stereotypes... she will be mad if you don't wear a jacket... even under the sun, she makes the best food you'll ever eat and will kill you if you eat out... But there is one exception: small culinary gems. You will find small shops all around the city some are good, but a handful is almost as good as tata's food and those places are usually unknown by many... and kept as tata's secret.

Moreover, after last year, economic crisis and the blast that occurred in August in Beirut, many families left the country leaving the tata's alone, and more and more small gems are struggling to stay open...



### Meet the Designer:

My name is Marine Germani. I am a second-year design student at ALBA, based in Beirut, Lebanon. My whole life was spent in this wonderful city, I've seen it at its best, and worst too. Living in Achrafieh, I was a front row spectator of the Beirut blast. And saw since the fourth of August all my favorite small places struggle. One in particular is stuck in my head: Furn Abou Elias, I grew up eating his manoucheh, and seeing this place struggle to stay open, really affected me.





# ekhtiyarat teta.

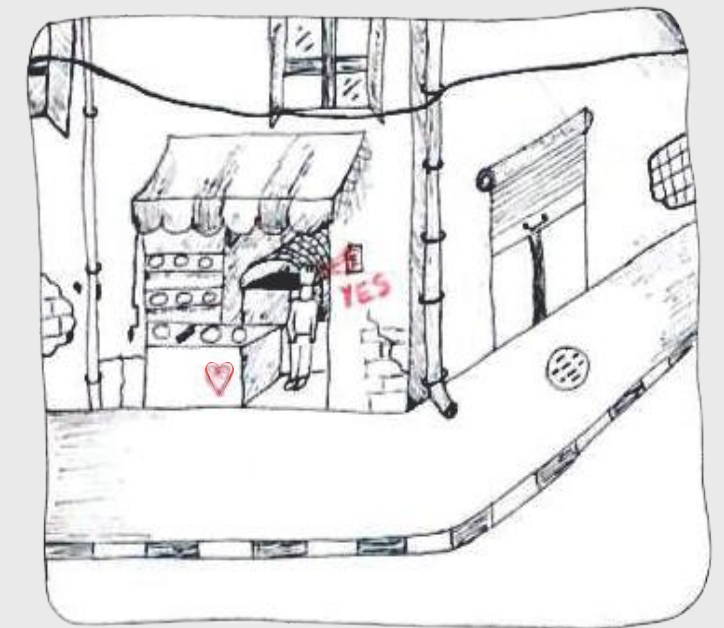
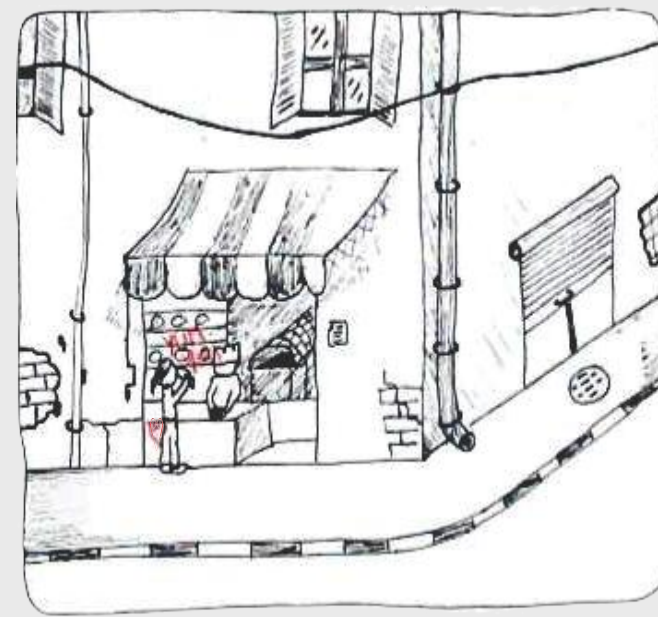
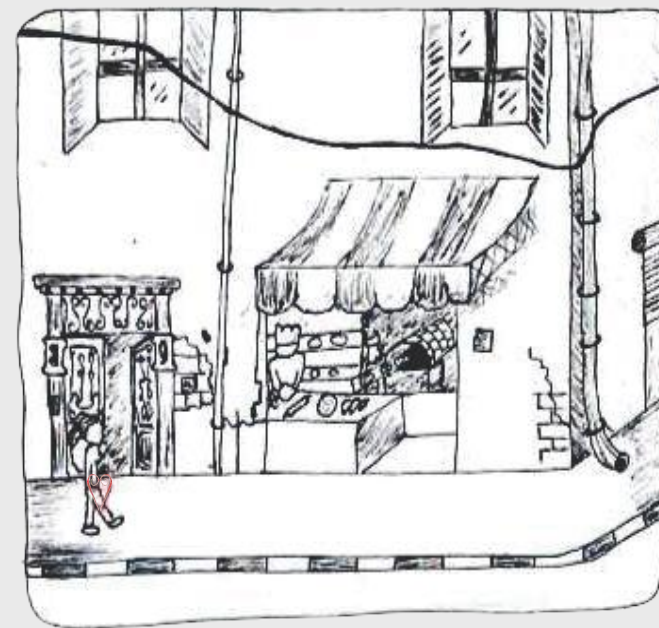
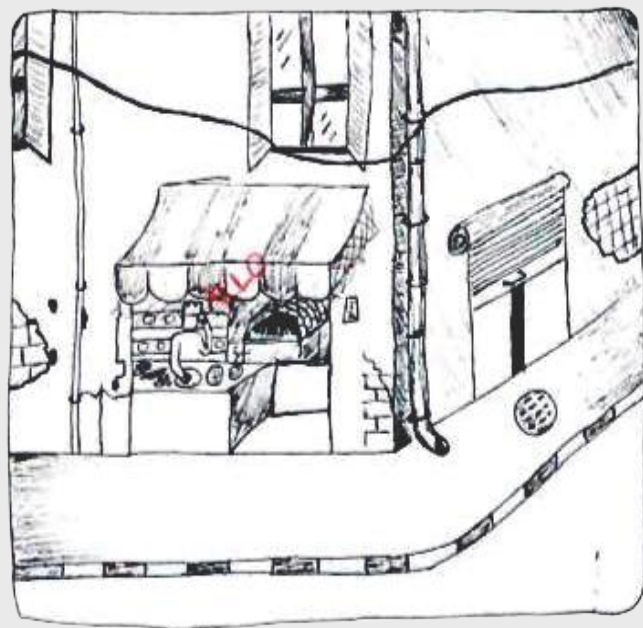
Ekhtiyarat teta, truly transmits Beirut identity, with the help of a platform combining both the extraordinary small shops of Beirut, and teta's expertise with food. Ekhtiyarat teta, support small shops and gives them exposure, by encouraging potential customer to try this place.

All at the same time, it puts a smile on teta's face and give her a new hobby... Ekhtiyarat teta overall does have a big positive impact for the future of this city and its small gems...

Ekhtiyarat teta, in English teta's choices, is a platform both physical and virtual, that helps the consumer to find small culinary gems in Beirut with the help of teta, who will be the only judge. Ekhtiyarat teta also offers another service, "tabekh teta" which can be translated by teta's homecooked meal. Indeed, in the Lebanese traditions, the teta often prepares extra food and gives it to her kids and grandkids but unfortunately more and more are fleeing the country. this service will help teta with a small financial compensation, and will also put a smile on her face.

## How does it works ?

- ♡ The small shops, contacts ekhtiyarat teta by phone.
- ♡ The teta goes and does a tasting.
- ♡ If the place meets her expectation, it receives the mention "ekhtiyarat teta".
- ♡ The consumer will then recognize this mention, as a guarantee of good quality.
- ♡ Tabekh teta, will be sold at the small shops who became ekhtiyarat teta".





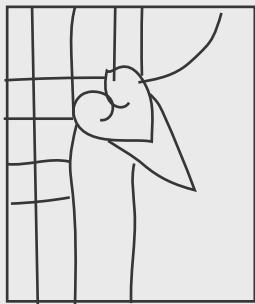
# Process.

## Inspirations:



Patterns of the traditional beyrouthy balconies

## Evolution of the logo:



## Final logo



## Color palette



000000

FFFFFF

ED2027

## The sign:



The sign is embroidered and supported by an embroidery hoop, as a reference to teta's hobbie

Red and white table cloth to express the culinary aspect with eye catching colors

## App logo derivation:



Location symbol.



About us symbol.

The logo is a double representation of beirut through the balconies paterns, and teta's love.



# Digital version

## Digital version.

A digital version of the platform was created to target a wider and younger audience, through this app the consumer can access many information's:

The first tab is dedicated to the stories of the Ekhtiyar, usually, when you visit those places the owner loves to tell you about his stories... now you can find some anecdotes before visiting the place. On second tab, you will find a map of all the ekhtiyarat near you, that way you won't have to look for hours to find one. The third tab is dedicated to teta's homecooked meal "tabekh" which are sold at many ekhtiyarat teta shops. The name of the teta who made it will also be mentions for taste preferences.

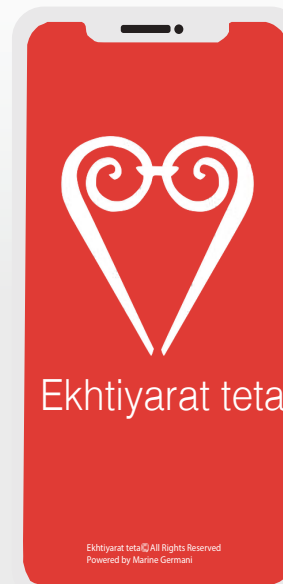
Last but not least, the last tab explains the whole concept of ekhtiyarat teta for new costumers.



Ekhtiyarat teta

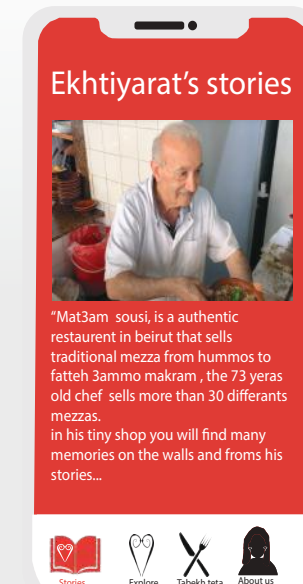
App icon

Home page



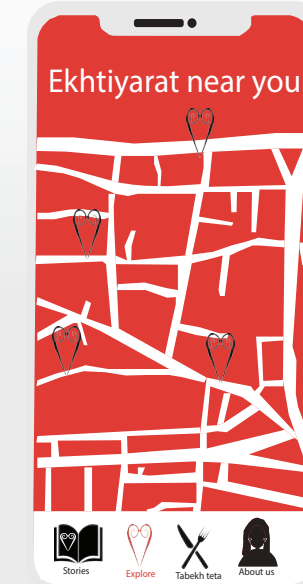
Logo and name of the application.

First tab



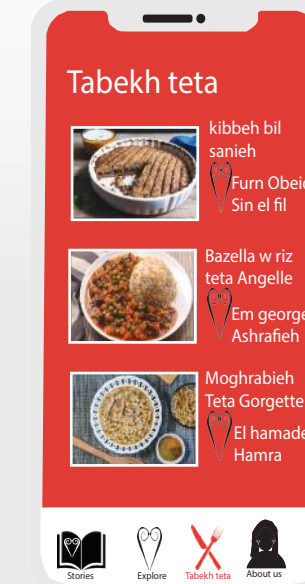
Ekhtiyarat's stories

Second tab



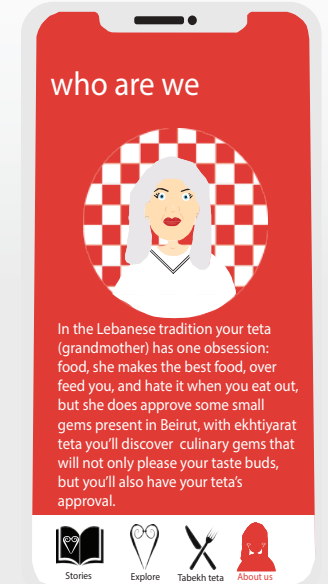
Finding a ekhtiyar near you.

third tab



Find teta's tabekh.

Last tab



What is ekhtiyarat teta

